

INNOVATIVE ENTREPRENEURSHIP IN LATIN AMERICA

Intellectual property and start-up opportunities

Date: Thursday 13th of February 2020

Venue: Politických Vězňů 20, Ministry of Industry
and Trade

Are you interested in Latin American markets and innovation? Do you face IP challenges or seek support for your company upon entering the markets? Then save the date for the upcoming event.

The Ministry of Industry and Trade invites you to an interactive seminar focused on promoting successful entry of Czech innovative entrepreneurs to Latin American countries. The key topics will be the specifics of intellectual property rights in the region and the start-up support in selected countries.

The Ministry has the honour to welcome an officer at the Latin America IP SME Helpdesk who will cover local particularities (registration differences), trademarks registration process, patents and copyrights duration and case studies.

Overview of programs of support for start-ups in Argentina, Brazil, Chile, Mexico, Peru and Uruguay will be provided by representatives of LATAM embassies.

LATIN AMERICA
IPR SME HELPDESK

Programme

- 12:30 – 13:00 Registration
13:00 – 13:10 Opening speech by Deputy Minister M. Tauberová

PART 1

- 13:10 – 14:10 **Intellectual Property Rights in Latin America**
by G. Girardi, IP Consultant of the LA IPR SME Helpdesk
14:10 – 14:30 Discussion
14:30 – 14:45 Coffee Break + Networking

PART 2

Start-ups ecosystem in Latin-American region

- 14:45 – 15:00 Embassy of Chile
15:00 – 15:15 Embassy of Mexico
15:15 – 15:25 Embassy of Brazil
15:25 – 15:35 Embassy of Argentina
15:35 – 15:45 Embassy of Peru
15:45 – 15:55 Honorary Consulate of Uruguay

PART 3

- 15:55 – 16:30 **Sharing Czech companies' experience**
(Creative Dock; Videoflot)
& **Discussion**

The event is free of charge and will be held in English.

For more information contact jenickovam@mpo.cz or slovakova@mpo.cz.

Please [register](#) until February 11th. Only registered participants will be allowed to this event.